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Abstract:

For nearly ninety years, journalism professionals and academics have attempted to develop standards by which to prepare college students for the media industry. For nearly 70 years, the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) has assessed programs based on its standards. This study surveyed administrators of ACEJMC accredited programs, asking them to critique the nine standards. Nearly 70 percent of the administrators rated six of the nine standards "good as is." Forty percent said one standard—Standard 2: Curriculum and Instruction—"needs major changes." The major issues for administrators included the 80/65 liberal arts requirement. Additional issues included measuring for diversity among students and faculty (Standard 3) and the process for assessing the outcomes of student training (Standard 9).